

2026 BUSINESS OFFERINGS

# HIGHER EDUCATION STRATEGIC ENERGY MANAGEMENT



# HOW TO APPLY

NEED HELP? CALL 800.762.7077

FOCUS ON ENERGY® Higher Education Strategic Energy Management (SEM) provides technical support and financial incentives for higher education institutions interested in moving beyond project-by-project energy savings. The objective is to advance energy-management capabilities and establish a continuous energy-management improvement process resulting in low- and no-cost operational energy improvements. This offering is most impactful for organizations with a continuous improvement culture, an established Energy Team, and an annual strategic plan for energy management.

## UNDERSTANDING SEM

SEM is a long-term approach to managing energy. Key elements to being successful with SEM include goal setting, progress tracking, and reporting. Although a linear regression-based energy model capturing the performance impacts of occupancy trends, weather, and other industry-specific variables is available, customers may choose an alternative tracking and reporting tool for building a customized energy-management plan through SEM. Enrolled customers are eligible to receive financial incentives for validated energy improvements attributed to SEM, which are not otherwise eligible for Focus on Energy rebates and incentives.

*Focus on Energy's SEM offering has made a positive impact in the way we've saved energy over the past two years at Ripon College. The tools and strategies have expanded our knowledge and allowed us to continue and work toward our end goal. It has been, overall, a great experience.*

**- Keith Lauth, Assistant Director of Physical Plant, Ripon College**

## WHY PARTICIPATE?

- ▶ Enrollment incentive of \$1,500.
- ▶ Energy performance model and tracking tools.
- ▶ Energy management system development support.
- ▶ Energy savings incentives up to \$50,000.

## MILESTONES

### Q1

- Review SEM team expectations.
- Discuss the tracking/reporting tool.
- Assign tasks to the team.
- Develop a project list.

### Q2

- Review Q1 assignments/new tasks.
- Complete the equipment inventory.
- Analyze the building performance.
- Update the project list.

### Q3

- Review Q2 assignments/new tasks.
- Discuss potential project impacts.
- Analyze the building performance.
- Update the project list.

### Q4

- Review Q3 assignments/new tasks.
- Discuss YTD project report.
- Evaluate re-enrollment opportunities (additional buildings/new team members).

### step 1

#### BEFORE YOU APPLY:

- Confirm your gas and/or electric utility participates in Focus on Energy at **[focusonenergy.com/utilities](http://focusonenergy.com/utilities)**.
- Contact your Focus on Energy Advisor for assistance. If you do not know who your Energy Advisor is, call **800.762.7077**.

### step 2

#### WHAT YOU'LL NEED:

- SEM Enrollment application (all sections of this form must be completed).
- Identified Executive Sponsor and Energy Champion.
  - Executive Sponsor – The highest-level manager available at the facility (typically the facility manager) who is responsible for ensuring the Energy Team has the resources it needs for successful participation in SEM.
  - Energy Champion – Individual responsible for the success of SEM at the facility. This individual is responsible for coordinating with their Focus on Energy Coach and internally with facility staff, such as the Energy Team and Executive Sponsor.
  - Focus on Energy Coach – Program representative working directly with the customer to support meeting SEM objectives, including but not limited to, documenting SEM progress and supporting the tracking and documentation of energy savings.
- Daily energy-use data for the past 36 months.

### step 3

#### UNDERSTANDING YOUR INCENTIVE RATE AND OFFERING STRUCTURE:

- Customers will receive an enrollment incentive of \$1,500 (50% upon enrollment and 50% at the end of the 12-month period).
- Enrolled customers qualify for an incentive of \$0.02/kWh and \$0.20/therm saved on validated energy improvements.
- Customers are limited to \$50,000 in SEM incentives over a 12-month period (in addition to the \$1,500 enrollment incentive).
- Eligible projects are limited to those not otherwise eligible for standard rebates or custom incentives (excluding low payback) through Focus on Energy.
- Customers must be willing to share daily energy data on a monthly basis.
- Customers must be able to commit necessary resources to achieve the participation expectations listed in step 5.

### step 4

#### SUBMIT ENROLLMENT APPLICATION:

- Enrollment approval is contingent upon the receipt of necessary documentation, including the enrollment application and energy data.
- Submit your completed enrollment application to **[business@focusonenergy.com](mailto:business@focusonenergy.com)** or to your Energy Advisor.
- Customers will be notified in writing of their approved enrollment and will work with their Focus on Energy Coach to move forward in the participation process.

### step 5

#### PARTICIPATION REQUIREMENTS:

- Support the preparation of a regression-based energy model and corresponding performance tracker or alternative tracking and reporting tool.
  - Provide Focus on Energy with energy-consumption data and requested business variables.
  - Tools used for energy tracking and reporting will be reviewed with the customer prior to the kickoff meeting.
- Hold an on-site SEM kickoff event with Focus on Energy.
  - Review the energy tracking and reporting tool with the Energy Team.
  - Establish an initial list of energy opportunities.
  - Develop an Action Plan for achieving participation milestones.
- Implement the Action Plan.
  - Participate in monthly meetings with Focus on Energy to review performance.
  - Complete at least one energy improvement.
- Earn savings and incentives.
  - Receive an incentive of \$0.02/kWh and \$0.20/therm saved, up to \$50,000 in a 12-month period.
- Reapply.
  - Upon successful completion of the first 12 months of milestones, customers may re-enroll, and continue their SEM journey.

# HIGHER EDUCATION SEM ENROLLMENT APPLICATION

FOR PROJECTS ENROLLED BY 12/31/2026



Complete all sections. Incomplete applications cannot be processed and will delay approval. For an electronic copy of this form visit [focusonenergy.com/business/education](https://focusonenergy.com/business/education).

## section 1

### ACCOUNT AND CUSTOMER INFORMATION

**Tax Identification Number** (Check one) ☐ FEIN or ☐ SSN\*

\*If you use a Social Security Number (SSN) as your Tax Identification Number, **do not provide it below**. You will be contacted by the Program via email to provide a copy of your W-9 using a secure online portal, if it is not already on file. **You must list an email address in Section 4.**

FEIN

### TAX CLASSIFICATION OF CUSTOMER

(Check one. Required for all businesses, including non-profits.)

- ☐ Sole Proprietorship ☐ S Corporation ☐ Partnership  
☐ C Corporation ☐ LLC - S Corp ☐ LLC - Partnership  
☐ LLC - C Corp ☐ Single-Member LLC  
☐ Other \_\_\_\_\_

OWNER NAME (REQUIRED IF SSN IS USED AS TAX IDENTIFICATION NUMBER)

COMPANY NAME

LEGAL ADDRESS (AS SHOWN ON COMPANY W-9)

CITY STATE ZIP

WHO DID YOU WORK WITH FROM FOCUS ON ENERGY? (CONTACT NAME)

## section 2

### PARTICIPATING SITE INFORMATION

(Refer to your utility bills for account numbers below.)

PARTICIPATING SITE NAME

PARTICIPATING ADDRESS

CITY STATE ZIP

ELECTRIC UTILITY AT JOB SITE ELECTRIC ACCOUNT #

GAS UTILITY AT JOB SITE GAS ACCOUNT #

- ☐ JOB SITE ADDRESS IS SAME AS LEGAL ADDRESS  
☐ JOB SITE ADDRESS IS DIFFERENT (COMPLETE BELOW)

OTHER ENERGY USED

APPROXIMATE ANNUAL KWH

APPROXIMATE ANNUAL THERMS

## section 3

### BUSINESS PAYMENT INFORMATION

Payee is responsible for any associated tax consequences.

**For All Payees**

**Mail check to:** ☐ Customer Legal Address ☐ Job Site Address  
☐ Alternate Address

COMPANY NAME

LEGAL ADDRESS (AS SHOWN ON COMPANY W-9)

CITY STATE ZIP

ATTENTION TO (OPTIONAL)

## section 4

### CUSTOMER CONTACT INFORMATION

**Executive Sponsor (Decision Maker)**

NAME

TITLE

EMAIL

PHONE

SIGNATURE DATE

**Energy Champion (Day-to-Day Contact)**

NAME

TITLE

EMAIL

PHONE

SIGNATURE DATE

By signing this agreement, I demonstrate my alignment with the objectives of this offering, and I pledge to support the SEM efforts at this site. By signing this agreement, I also provide my permission for my electric and gas utility(ies) to share my energy data directly with Focus on Energy.

CUSTOMER SIGNATURE

NAME (PRINT) DATE

**Submit applications and supporting documentation to:**

**MAIL:** Focus on Energy  
725 W. Park Avenue  
Chippewa Falls, WI 54729  
**EMAIL:** [business@focusonenergy.com](mailto:business@focusonenergy.com)

**SIGN  
HERE**  
←

# PARTICIPATION REQUIREMENTS

NEED HELP? Call **800.762.7077**

Use the eligibility requirements below to see if your business qualifies for program rebates or incentives. You can also visit **focusonenergy.com** to find savings opportunities specific to your business.

## INFORMATION AND REQUIREMENTS

Before you start your project, make sure you are familiar with participation requirements, program information, and Terms and Conditions.

### General Terms and Conditions

Review the Focus on Energy Terms and Conditions at **focusonenergy.com/terms** or call **800.762.7077** to request a copy.

### Rebate and Incentive Limits

Rebates and incentives are limited to \$300,000 per project and \$400,000 per customer per calendar year for all Focus on Energy rebates (standard and custom). Depending on the business tax classification of the payee, the entity receiving the rebate or incentive payment may receive IRS form 1099 for incentives totaling over \$600 in a calendar year.

**Reminder:** Rebates and incentives are capped at 100% of equipment cost unless otherwise noted. Equipment cost is the amount paid by the customer for qualifying equipment, excluding any Focus on Energy rebate or incentive credit, shipping, and sales tax. Like-for-like equipment replacement due to recall, warranty replacement, etc. is not eligible for a rebate or incentive.

**For more information,  
call 800.762.7077  
or visit [focusonenergy.com](https://focusonenergy.com)**

#### **REDUCING ENERGY WASTE ACROSS WISCONSIN**

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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